

## Special Issue International Supply Chain Day 2014 Logistics paves the way on day of action



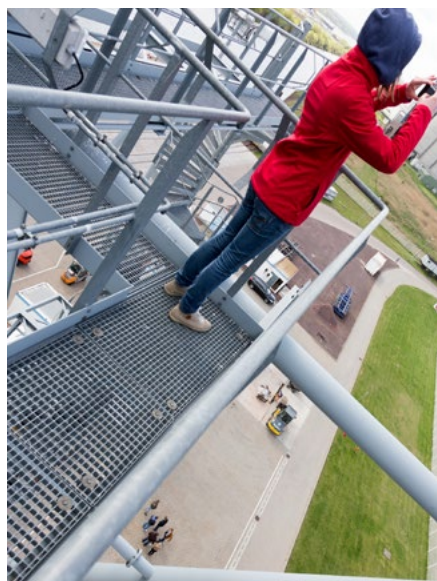
**SUPPLY CHAIN DAY**  
April 10, 2014

This year's Supply Chain Day took place on April 10 with a total of around 37,500 participants. They visited 411 events provided by around 650 hosts in a total of 18 countries. Doing so they took the chance to experience SCM and Logistics from behind the scenes.

For the first time the Supply Chain day can be described as a truly international day of action. Alongside Germany, Austria and Hungary, the countries with the widest range of events were France and Luxembourg. But 2014 also saw the participation of companies in China, the Czech Republic, Finland, Greece, Lithuania, Mongolia, Russia, Portugal, Spain, Switzerland, Turkey and the United Arab Emirates.

The Supply Chain Day gives companies and organisations the chance to make the public aware of their services and their input to the local community. Visitors can experience logistics for themselves and newcomers and lateral entrants can discover the diverse job opportunities in the field. Interested in participating for your company or organisation? Find out more online, the next Supply Chain Day is on April 16, 2015.

[www.supply-chain-day.com](http://www.supply-chain-day.com)





## Involvement of BVL chapters abroad

There was wide-ranging international participation in this year's Supply Chain Day, and BVL's foreign chapters were no exception, with the Istanbul, Moscow, Beijing and Shanghai chapters each organising their own event. The Hefei Chapter went a step further and staged three events providing information on logistics and supply chain management for professionals and students.

The event in Moscow was also designed to appeal particularly to students, and a seminar was held to tell them more about the history of logistics in Russia. The DACHSER company and the Jiuxian E-Commerce logistics centre showcased their services in Beijing and Shanghai, respectively. Supply Chain Day was also on this year's agenda in Istanbul, where the SICK company took the opportunity to demonstrate its sensors to an interested public.

## Support from BVL Representatives

The supporting activities of the BVL Representatives in Mongolia and the United Arab Emirates were also extremely welcome. Tobias Schauf, BVL Representative in Ulan Bator, provided important support for the event organisers at the MLA (Mongolian Logistics Association) in Mongolia in the form of information and advice from Germany. And so it was that a total of five events were staged in the Mongolian capital alone. These events included an exciting "Logistics Flashmob" and a party with the theme "We love Logistics".

Christian Herzog, BVL Representative in Dubai, chose a different strategy to ensure the involvement of "his" region in Supply Chain Day. He was heavily involved in the planning and staging of a "lift-off" event at Dubai Airport, during which all participants enjoyed a motorised tour of the airport and were able to observe ground handling operations close up. Both representatives found a successful way of involving their regions in Supply Chain Day. BVL head office was particularly happy about the participation of the representatives, a first in the 7-year history of Supply Chain Day.



State-of-the-art automation solutions and industrial sensors were exhibited in Istanbul



We love logistics – this was the slogan for the activities organised by students in the Mongolian capital



Members and guests of BVL Representative Christian Herzog at the new Airport in Dubai, "Dubai World Central DWC"



## Supply Chain Day becomes a truly European event

One of the special things about Supply Chain Day 2014 was the wide-ranging participation in other European countries – in particular France, which made an impressive first appearance with 35 events.

The special relationship between BVL and Finnish logistics association LOGY also helped to broaden the geographic scope of the event venues. Two events were organised in Helsinki on April 10 – for logistics experts and students. The event organisers in Hungary were already part for the third time. The countries in which events were organised for the first time included Spain, Portugal, Greece, Switzerland and the Czech Republic.



Your own personalised postage stamp – now available at the Austrian Postage Agency in Vienna



BVL Chapter Beijing visiting the largest Chinese e-commerce wine company at the Wuqing Logistics Park



The CFL Multimodal Cargo Terminal in Bettemburg (Grand Duchy of Luxembourg)



Upbeat mood among students in the LOGinCHINA programme at Hefei University



Finnish students from the national LOGY logistics association at an event in Helsinki



## How you can take part in the international Supply Chain Day

The Supply Chain Day is a decentral day of action and takes place at companies or institutions who are participating as event organisers. The BVL initiated the day for the first time in 2008. The events itself are organised by the hosting institutions who are involved in Supply Chain Day.

All companies, institutions or organisations active in the logistics field can organise events. As an organiser, you should first decide what kind of event is suitable for your purposes. This might be a tour of the plant, an exhibition, an expert presentation, a business simulation game or something completely different. If you found a suitable format you can register your event via the online registration form on our website. After successful registration you can publicise it on [www.supply-chain-day.com](http://www.supply-chain-day.com) and therefore activate it for online registration on the part of potential participants.

Admission fees may not be requested from participants - Supply Chain Day is a not-for-profit event, and all events should be free of charge for anyone who wants to participate.



Magdeburg Harbour is located in the middle of Germany and provides an excellent trimodal hub for logistics

In return for your involvement you will benefit from positive press coverage, a higher profile in your region and improved possibilities when looking for qualified personnel. You can also strengthen your image and make an important contribution towards raising public awareness for the diversity

of logistics activities and the importance of logistics in a globalised world.

Looking forward to seeing you on the next Supply Chain Day on April 16, 2015.

### IMPRINT

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